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August 25, 2014

Roosevelt Road Business Corridor Study

Village of Oak Park, Illinois

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Roosevelt Road Business Corridor Study

Village of Oak Park, Illinois

Introduction

The following report is provided by Ehlers & Associates, Inc. (Ehlers) and its partner in this project, Business Districts, Inc. (BDI), (“the consultants”) in response to a request issued by the Village of Oak Park in March, 2014. The Village of Oak Park requested that Ehlers and BDI conduct an economic development funding resource review for the Roosevelt Road Business Corridor (RRBC). The stakeholders along Roosevelt Road had requested that the Village consider researching and developing a consistent funding source to support development along the corridor. To that end, the Village commissioned a review and analysis of all potential economic development funding resources available to the Village including, but not limited to, the creation of a Special Service Area, a Business Improvement District, or a Tax Increment Finance (TIF) District, the community implications of each, and the financial wherewithal of each source specific to Roosevelt Road. The findings of that study and public outreach process are reported herein.

A map of the Roosevelt Road Business Corridor Project Area (the “Project Area”) is attached to this report as **Appendix A**. The area is approximately 32 acres in size.

Study Process and Findings Summary

Following an initial meeting of Village Staff and the consultants, research was undertaken for potential applicability of funding sources which may benefit the Project Area according to the provisions of Illinois law as it applies to the sources being considered, specifically a Special Service Area (SSA), Business District (BD), a tax increment financing (TIF) District, and/or other funding mechanisms as they may apply.

The findings of the research and area field survey indicated that the Project Area could qualify under the law as any one of these three economic development/revenue generation tools (SSA, BD, or TIF). A report was presented to the Village Staff documenting these findings. Staff then directed the consultants to prepare a presentation and survey to describe these economic development tools at two public information meetings and solicit feedback from public stakeholders at those meetings and through an online survey.

The public outreach process results are described in more detail on later in this report. In brief, respondents indicated that multiple physical improvements and targeted programs are needed to improve Oak Park’s Roosevelt Road. The RRBC and its nearby neighborhoods feel their area is

overlooked as part of the Village and believe that a local commitment is needed to improve the RRBC. The participants understood that redevelopment is needed in some corridor locations and that the programs and improvements identified in the session discussions would require one or more funding sources. There did not appear to be any notable opposition to any of the funding tools discussed and there was a willingness from residents near the RRBC to contribute to corridor improvements.

Ultimately, RRBC stakeholders want a better RRBC to showcase neighborhood strengths. They also understand that actions, or programs, of multiple types will be required over time to comprehensively address the corridor's needs, and that these programs will need to be funded.

Overview of Applicable Development Financing Options

The following is an overview of how these development funding tools work and our assessments for how the RRBC area would qualify, followed by some “ballpark” estimates of the potential revenues that could be generated by these tools.¹

Based on discussions with Village Staff and the consultants' review of Village planning documents, there are not any specific redevelopment projects or capital needs that have been identified within the Project Area at this time. In the absence of defined goals or projects, the revenue estimates provided will be more general in nature.

The information gathered during the discussions with the public stakeholder groups indicated no group consensus for either using or for not using a particular funding tool, so all of the options studied will be described as viable options for further consideration by the Village.

Special Service Area (SSA)

Description and Qualification – Illinois law (35 ILCS 200/Art. 27) defines a “Special Service Area” as a contiguous area within a municipality or county in which special governmental services are provided in addition to those services provided generally throughout the municipality or county. The costs of the special services are to be paid from revenues collected from taxes levied or imposed upon property within that area.

The levy for a special service area tax is extended by the county clerk in the same manner as general real estate taxes, after the municipality has filed a certified copy of the ordinance creating the special service area. An SSA, like any taxing district, annually requests a tax levy, expressed in dollars. In Cook County, the Clerk determines the tax rate by factoring the requested levy against the district properties' Equalized Assessed Value (EAV) available for taxation by the

¹ These descriptions and our preliminary research for the purposes of this study are insufficient to be used alone as the foundations for the legal procedural adoption of these tools, but can be used in conjunction with the additional documentation required by Illinois law.

SSA. The tax rates vary amongst SSAs, and vary from year to year as long as the rates do not exceed the SSA district's tax rate ceiling. (For example, typical SSA tax rates may range in the area of 0.15% to 3.0%.)

An SSA may be created simply by adhering to the required statutory procedure. There are no "qualification criteria" to be satisfied, such as those required to create a Business District or TIF District. The Village would need to define the amount of the tax levy, as well as the nature of the proposed special services to be provided within the special service area and a statement as to whether the proposed special services are for new construction, maintenance, or other purposes, among other required information.

Prior to the establishment of an SSA, a public hearing must be held, for which notices are required to be sent to the taxable property owners within the boundaries of the SSA. The notice shall include the maximum rate of taxes to be extended within the SSA in any year and a maximum number of years that taxes will be levied if a maximum number of years is established. (A specific term length is not required.) If a tax is to be levied, there will be an opportunity to file an objection. If a petition is signed by more than 51% of the electors residing within the SSA and at least 51% of the owners of record of the land included within the SSA boundaries, the district may not be created.

Potential Redevelopment Objectives – The term "special services" means "all forms of services pertaining to the government and affairs of the municipality or county, including but not limited to... improvements permissible under Article 9 of the Illinois Municipal Code, and contracts for the supply of water. Article 9 of the Municipal Code pertains to local improvements and provides for making a wide variety of improvements by special assessments, including, but not limited to, streets, storm drain sewers, water mains, sanitary sewer improvements, sidewalks, walkways, bicycle paths, landscaping, lighting improvements, signage improvements, vehicular parking improvements, any additional improvements necessary to provide access to the public improvements, and all necessary appurtenances. In addition to these capital types of expenses, SSAs can be used, and often are, to fund services such as landscaping and cleaning/maintenance within the area, snow removal, additional security or police, and tenant services (i.e. marketing and recruiting for properties within the area). The municipality may provide these services directly or may distribute the money to an independent service provider agency (with a small administration fee going to the municipality).

Potential Revenues – An SSA would work differently than BD or TIF in that the amount of the requested levy (or desired revenues) would need to be determined up front, and then the Cook County Clerk would determine the tax rate by factoring the requested levy against the district properties' EAV available for taxation by the SSA.

Feasibility of Option Implementation – An SSA would be relatively simple for the Village to adopt from a procedural standpoint. This would assume however, that at least 51% of the electors residing within and property owners within the SSA do not object. In order to make that determination, the Village would need to develop and put forth a more detailed plan for the types

of services or improvements the SSA would fund, the projected tax impact to effected parties, and initiate discussions with residents and property owners within the SSA. On the positive side, an SSA is in place within Downtown Oak Park, therefore there is precedent, and the Village has had success using this tool, as noted by the public stakeholders. Also, there does not need to be a defined term for an SSA, so it could be used to fund additional ongoing services without expiration.

Special Assessment (SA)

It should be noted that a “Special Assessment” tax is a similar, but distinct form of this type of area specific tax for local improvements. Special Assessments can be less preferable for municipalities compared to Special Service Areas, however. Unlike SSAs, special assessments generally do not appear on the property owner’s tax bill, but instead the municipality directly issues the bills and the property owner makes the payments directly to the municipality. There are also additional legal procedures required for issuing bonds backed by special assessments, as well as that SSA bonds can typically be marketed at lower interest rates than special assessment bonds. There are other reasons this tool may be less attractive than an SSA to the Village. Given the types of needs for the RRBC described by the public stakeholders, the SA is still an option, but the other tools discussed in this report may be preferable for the reasons stated above.

Business District (BD)

Description – Legislative amendments in 2004 and in 2010 made Business Districts a more viable tool for Illinois municipalities. Business Districts (as defined in Illinois law at 65 ILCS 5/11-74.3-5, not in the more general sense of the term) allow communities to pledge a new tax in the form of a retailers’ occupation tax and service occupation tax (i.e. “sales tax”) and/or hotel/motel tax toward redevelopment in a designated area. The revenue generated could be used to improve outmoded commercial areas, encourage hotel or visitor center development, and upgrade and improve infrastructure.

The new tax revenue is generated through an additional sales tax of up to 1.00% on retail goods and/or an additional hotel/motel tax of up to 1.00% in the designated Business District. (This amount would be in addition to the Village’s Home Rule sales tax portion.)

The sales taxes may not be imposed on "tangible personal property titled or registered with an agency of this State's government or food for human consumption that is to be consumed off the premises where it is sold (other than alcoholic beverages, soft drinks, and food that has been prepared for immediate consumption), prescription and nonprescription medicines, drugs, medical appliances, modifications to a motor vehicle for the purposes of rendering it usable by a disabled person, and insulin, urine testing materials, syringes, and needles used by diabetics, for human use," and may not be imposed for more than twenty-three (23) years. These taxes, if imposed, shall be collected by the Illinois Department of Revenue and then disbursed to the Village.

Regarding the food and beverage provisions, in other words, the Business District sales tax would not apply to groceries. It would apply to food and beverages served at a restaurant, or prepared for take-out. It would apply to food prepared for immediate consumption at a grocery store deli or convenience store, whether carried out or consumed on the premises. The tax would also apply to alcoholic beverage and soft drink sales.

In order to implement the additional Business District sales tax and/or hotel/motel tax, the law requires that a municipality make a formal finding that the area is blighted. The “blighted” definition is similar to, but not exactly the same as that of TIF. In cases of a new Business District and TIF overlay, the eligibility for both could be established concurrently. Other requirements similar to TIF are: “but for” provisions (i.e. without the use of this tool, the area will not improve on its own), the requirement for a Redevelopment Plan, and the requirement for contiguity of parcels in the District. A Business District’s term of 23 years is also the same as TIF, although a TIF can be extended to up to 35 years and the BD law does not provide for the extension of a BD. (Although a new BD could be created in the same area if conditions exist which allow for the area to re-qualify.) The establishment of a Business District requires that the municipality hold one public hearing before the Village Board adopts the ordinance. A BD has no direct impact on other taxing bodies, therefore input or approval from overlapping taxing bodies prior to its adoption is not required.

Qualification – As a result of our research, Ehlers concludes that the Project Area would be eligible for designation as a redevelopment project area under the Business District Act and meets the “blighted area” criteria that is necessary for the Village to impose the retailers’ occupation tax and service occupation tax if it so chooses. The potential BD area does not include any hotels or motels, so the BD hotel/motel tax is not applicable here.

Pursuant to 65 ILCS 5/11-74.3-5, a business district is defined as “a contiguous area which includes only parcels of real property directly and substantially benefited by the proposed business district plan.” The Act further states that a business district may be established without a finding of “blight”, but no municipality shall be authorized to impose Business District sales taxes and/or hotel/motel taxes unless it is determined by ordinance to be a blighted area under the Act. (Unless the municipality is a non-Home Rule community, there are limited reasons why a community might want to establish a BD without the benefit of the additional sales taxes it generates.)

A “blighted area” is defined by the Business District Act as “an area that is a blighted area which, by reason of the predominance of defective, non-existent, or inadequate street layout, unsanitary or unsafe conditions, deterioration of site improvements, improper subdivision or obsolete platting, or the existence of conditions which endanger life or property by fire or other causes, or any combination of those factors, retards the provision of housing accommodations or constitutes an economic or social liability, an economic underutilization of the area, or a menace to the public health, safety, morals, or welfare.”

A survey of the Project Area indicated that a majority of the buildings demonstrate “deterioration of site improvements”. There is also what may be considered to be “obsolete platting” in that there are parcels of inadequate size and shape for modern redevelopment. Discussions with Village staff indicated that most of the buildings in the Project Area were constructed prior to the imposition of any requirements for sprinkler systems; therefore, they are grandfathered in for purposes of compliance with the Village Code. Nevertheless, the lack of fire suppression systems within many of these buildings could constitute “the existence of conditions which endanger life or property by fire and a potential menace to the public’s health and safety”. Finally, there is evidence of an “economic underutilization of the area”.

A review of the properties’ 2012 (the most current data available at the time of the survey) Equalized Assessed Value (EAV), as we currently understand the boundaries of the potential BD to include, indicates that EAV for the area is lagging using all three measures by which this factor is measured under the TIF Act. (There is no such language in the BD Act that includes the measurement of EAV as a specific threshold, however, the same principles apply and Ehlers uses these measurements to demonstrate economic underutilization of the area over a period of time and when compared to other areas within the Village and the U.S.)

The following table shows the three measurements (in shaded boxes) used by the consultant to measure lagging EAV in the years 2008 – 2012:

	TAX YEAR					
	2007 FINAL	2008 FINAL	2009 FINAL	2010 FINAL	2011 FINAL	2012 FINAL
Area Total EAV	22,173,241	28,831,031	25,922,130	25,200,388	23,833,084	20,415,172
Percent Change		30.03%	-10.09%	-2.78%	-5.43%	-14.34%
Total EAV of District Has it declined for 3 of last 5 years?		no	YES	YES	YES	YES

Area Total EAV	22,173,241	28,831,031	25,922,130	25,200,388	23,833,084	20,415,172
Percent Change		30.03%	-10.09%	-2.78%	-5.43%	-14.34%
Village Wide EAV	1,537,939,260	1,740,601,475	1,844,102,316	1,850,649,808	1,596,903,799	1,470,162,652
Balance of Village Wide EAV	1,515,766,019	1,711,770,444	1,818,180,186	1,825,449,420	1,573,070,715	1,449,747,480
Percent Change		12.93%	6.22%	0.40%	-13.83%	-7.84%
Total EAV of District Was it LESS than balance of Village for 3 of 5 years?		no	YES	YES	no	YES

Area Total EAV	22,173,241	28,831,031	25,922,130	25,200,388	23,833,084	20,415,172
Percent Change		30.03%	-10.09%	-2.78%	-5.43%	-14.34%
CPI		3.8%	-0.4%	1.6%	3.2%	2.1%
Total EAV of District Was is less than the CPI for 3 of last 5 years?		no	YES	YES	YES	YES

One of the factors described above alone would qualify the Project Area as a “blighted area” for BD purposes, but the combination of these factors makes an even stronger case for qualification.

Potential Redevelopment Objectives – As examples, the revenue generated from these taxes could be used for eligible expenses within the Business District to do the following:

- Encourage new or improved retail shopping centers and stores.
- Create entertainment and restaurant areas.
- Modernize outdated retail, and office developments to attract visitors and local residents to the area and to encourage spending.
- Create and maintain a revolving loan fund related to the uses above.
- Upgrade and construct public improvements, including parking areas, utilities, and modern streetscapes.

The BD Act contains a list of eligible expenses, but is rather expansive in terms of how this list applies to redevelopment activities.

Potential Revenues – In 2012, the Village received total sales tax revenues of \$534,425 from sales in the RRBC in Oak Park. A portion of that figure, approximately \$176,000, was collected from the additional Home Rule Sales Tax imposed by the Village. This Home Rule portion is a 1% additional tax that applies to the same types of items to which the BD sales tax would apply. The BD sales tax projections shown in **Appendix B** use the \$176,000 figure as a base to determine the projected revenue from an additional Business District sales tax at options of .25% up to the maximum allowed 1.0%, if one were to be established, with a slight annual increase for inflation. (This would be on top of the Village’s current sales tax rate, which currently totals 9% on general merchandise, only 2% of which is assessed by the Village.) This projection indicates that a BD sales tax could generate revenue in the neighborhood of \$1.1 million up to \$4.5 million over the BD term of 23 years, depending on the tax rate applied. This is about \$590,000 to \$2.4 million in today’s dollars, using a 6% present value rate (which takes into account the time value of money, i.e. a dollar buys more today than it will in 23 years).

A Business District sales tax clearly should be considered within the context of the Village’s overall sales tax rate. However, this tool has potential for funding various types of improvements in which the Village may be interest. Further, a Business District combined with a Special Service Area and a new TIF can sometimes offer a strong package of revenue producing and economic development generating options.

Feasibility of Option Implementation – A Business District may be the option that could be most easily implemented for the RRBC in Oak Park. Revenue would be generated immediately and current sales tax collections indicate that this tool could fund many of the services in which public stakeholders are interested.

Another option for the Village to consider would be to establish intergovernmental agreements with Berwyn and Cicero, such that the increase in sales tax would be in effect on both sides of Roosevelt Road, thereby negating an incentive to “cross the street” to avoid the additional tax. (This arrangement could be used with respect to an SSA or a TIF as well, but because the BD is sales tax based, the cost increase would be more “visible” to customers.)

Tax Increment Financing (TIF)

Description – Tax Increment Financing (TIF) has proven to be one the most effective economic development tools available to Illinois municipalities for financing development/redevelopment.

When a TIF redevelopment project area (often called a TIF district) is created, the value of the property in the area is established as the “base” amount. The property taxes paid on this base amount continue to go to the various taxing bodies as they always had, with the amount of this revenue declining only if the base declines (which the TIF is expected to prevent) or the tax rate goes down. It is the growth of the value of the property over the base that generates the tax increment. This increment is collected into a special fund (the Special Tax Increment Allocation Fund) for use by the municipality to make additional investments in the TIF project area. This reinvestment generates additional growth in property value, which results in even more revenue growth for reinvestment.

After the redevelopment has occurred and the TIF project ends (usually after 23 years, the maximum allowed by Illinois law absent an extension), all of the taxing bodies benefit from the new growth.

Similar to BD, the process for establishing a TIF begins by identifying an area that meets the requirements for a "redevelopment project area" (more detail on that is below), drafting the required documents (an Eligibility Report, a Redevelopment Plan, and in cases where there are more than 75 occupied residential units, as in this Project Area, a Housing Impact Study), holding a Public Information Meeting (also a requirement in this Project Area due to the number of residential units), a Joint Review Board meeting (comprised of representatives of certain taxing bodies impacted by the TIF), and a Public Hearing, prior to the adoption of three ordinances by the Village Board. The County Clerk is then notified so that the County can establish the taxing bodies' base value and begin to collect and distribute incremental revenues.

Qualification – As set forth in the TIF Act (Illinois' Tax Increment Allocation Redevelopment Act (65 ILCS 5/11-74) , a TIF District or "redevelopment project area" means an area designated by the municipality which is not less in the aggregate than 1.5 acres, and in respect to which the municipality has made a finding that there exist conditions which cause the area to be classified as an “industrial park conservation area” or a “blighted area” or a “conservation area,” or a combination of both “blighted” and “conservation” areas.

In general, it is also important to note that tests of eligibility are based on the conditions of the area as a whole; it is not required that eligibility be established for each property in the proposed TIF redevelopment project area. In addition to establishing eligibility under the TIF Act, a municipality must also find that “the redevelopment project area on the whole has not been subject to growth and development through investment by private enterprise and would not reasonably be anticipated to be developed without the adoption of the redevelopment plan.” This finding is commonly referred to as the "but for" finding.

As a result of our research, Ehlers concludes that the Project Area would be eligible for designation as a redevelopment project area under the TIF Act and would qualify as a “conservation area” and, depending upon the findings of a more in-depth survey, possibly a “blighted area” as well. (We can provide more detail on the differences between these two designations at a later time.) The Village believes that at least 75% of the buildings in the Project Area are older than 35 years of age, which would allow it to meet the requirement of 50% or more being older than 35 years of age in order to qualify as a conservation area. Many of the buildings exhibit signs of deterioration and obsolescence, both of which are qualifying factors. Because many of the buildings in the area were constructed prior to the Village’s first comprehensive plan and the sizes of the parcels are not conducive to redevelopment, there are other criteria that could be applied also. As mentioned in the BD section, there is evidence of lagging EAV in the area too, which demonstrates economic underutilization of the area over a period of time and when compared to other areas within the Village and the U.S. This criteria will help in establishing the “but for” finding if the Village opts to create a TIF District.

Potential Redevelopment Objectives – A designation as either a “conservation area” or a “blighted area” would allow the Village to collect increment in the same way and use those funds for the same TIF eligible expenses, such as those listed below:

- Upgrading and improving public infrastructure, such as road and sidewalk repairs, utility upgrades, and water and sewer projects.
- Acquisition, clearance and other land assembly and site preparation activities.
- Revitalization of deteriorated or obsolescent commercial buildings.
- Incentives to retain or attract private development.

TIF revenues can be used for the same types of costs as a Business District, with one exception: in general, TIF costs cannot be used for new construction, although there are some exceptions for affordable housing and public buildings, which we can define further, should the Village decide to explore this option. The TIF Act also includes a broadly defined list of costs for which TIF dollars may be used.

Potential Revenues – The tax increment projections shown in **Appendix C** use the Project Area’s EAV as of tax year 2012 as the base level that would be established at the onset of the TIF. One column shows the amount of inflationary growth that would be captured by the TIF, as well as another column which shows how potential “EAV Added” from redevelopment (which is calculated at approximately one-third of fair market value) would impact the incremental revenues. There are two TIF Increment Projection scenarios included, the first (C-1) showing higher EAV values for “Future Projects EAV” as a “best case” scenario and the second (C-2) showing lower values for “Future Projects EAV”, assuming smaller-scale improvements to existing developments within the project area.

Feasibility of Option Implementation – While TIF can often times offer the best opportunity to generate the most revenue for improvements to an area, there are considerable impediments to

the use of this tool in the RRBC. First, there is expected to be little, if any, new, larger-scale redevelopment within the RRBC in Oak Park. The smaller-scale types of property improvements that would be expected within the area will generate relatively small amounts of property tax increment over the life of a TIF District (usually 23 years), and it will probably take a number of years before any increment is generated at all. Further, the creation of other TIF Districts currently in place within Oak Park encountered opposition from the other taxing bodies, largely from the school districts. Tax increment sharing agreements were made with the taxing bodies in order to gain their consent. Such an agreement would likely be required if a TIF were to be proposed in the RRBC in Oak Park as well. If the revenue to be generated from the TIF was projected to be substantial enough to allow for increment sharing, it would certainly be worthwhile to create the TIF. That is questionable in this case, and therefore the benefits may not outweigh the costs for creating a new TIF in the RRBC.

Summary of Financing Options Overview

While some of the financing options are more feasible than others, Ehlers' preliminary analysis indicates that a Special Service Area (or Special Assessment), a Business District, and a Tax Increment Finance District are all options that are available for the Village to apply to the Project Area.

A summary of the public stakeholder outreach process and its findings are presented next to further inform Village official's discussion of this topic.

Public Outreach Overview

As part of the overall scope of work, Ehlers & Associates, Inc. (Ehlers) engaged Business Districts, Inc. (BDI) to assist their firm and the Village with public outreach activities. This public process component was structured to guide Village officials in understanding stakeholder priorities for the RRBC and to relate these same priorities to potential programs and services that will strengthen the varied uses located on and near Roosevelt Road in Oak Park. This outreach included two public meetings and a stakeholder survey.

Two public sessions were held on the evening of June 5, 2014 and on the morning of June 6, 2014. The evening session was held at sl natof, located on Roosevelt Road. 18 neighborhood residents and 3 corridor business owners (all also own the buildings housing their businesses) attended this first session. The June 6 morning session was held at Village Hall. This second session was attended by the Executive Director of Visit Oak Park, 2 Oak Park residents, a representative from the South East Oak Park Community Organization (SEOPCO), one Roosevelt Road business owner, and one corridor property owner.

To introduce each session, Ehlers staff presented an overview of the funding tools identified in their preliminary report to the Village of Oak Park. This draft identified three (3) potential

funding tools that the Village could consider to fund revitalization efforts along Oak Park's Roosevelt Road. These possible tools are: a Tax Increment Financing, or TIF, district; a Special Service Area (SSA); and a Business District (BD). The criteria, statutory approval processes, and legally prescribed uses for each funding mechanism were reviewed in detail in the Ehlers presentation. The participants attending both public sessions asked questions about these funding tools and how they worked. These questions and answers are summarized by session below.

Applying a modified focus group approach, participants at both sessions were then asked to describe current issues facing Roosevelt Road, to define their priorities for the Roosevelt Road corridor, and to consider those priorities that would produce the greatest collective benefit for corridor investors, nearby residents, and regular users of the corridor. The focus of those questions explored with the participants was their unique investment in the corridor, whether experiences or commercial interests on Roosevelt Road. As with the questions and answers about each possible funding mechanism, participant comments and priorities are noted in each of the following session summaries.

During this first segment of the public process, an online survey instrument was developed in tandem with Village staff. This survey instrument consisted of eight (8) questions. Village staff then circulated an online link to the survey instrument to multiple Roosevelt Road constituencies, including business owners, commercial property owners, and Village residents. The survey was first accessible on July 7, 2014 and was closed on July 28, 2014 with 163 responses.

This type of survey instrument functions as an online poll. It provides prompt feedback on a small number of specific questions from a targeted audience versus statistically valid results from a truly random or representative survey sample. For Village officials, this data represents feedback from those groups most interested in Roosevelt Road's future. This same data also indicates the respondents' initial programming priorities for improving Roosevelt Road.

The complete survey results are provided in **Appendix D** to this report, and these results are organized by question. Observations are noted to add context to the results. Any differences in responses among the stakeholder groups are noted. The final survey question (Question 8) was optional and asked respondents to provide their contact information if they wished to learn more about the survey results and about the Village's ongoing conversations about Roosevelt Road's future. Forty-six respondents, or 28.2%, provided contact information indicating they would like to be informed about Roosevelt Road's future. This contact information has been provided to Village staff under separate cover.

Priorities to Improve Roosevelt Road

In question 6 of the survey, respondents were asked to prioritize certain programs and services that could potentially enhance the RRBC. (Additional detail and comments are provided in **Appendix D**.) As with the common themes, certain differences among stakeholder types exist. For example, business owners cited more security as a higher priority. South Oak Park residents ranked that priority (more security) lower than business and property owners. Overall, these

same categories of programming and improvements were discussed during the June public meetings.

Improving Roosevelt Road's Business Environment: All Responses	
Improving the quality of corridor businesses and tenants	58.3%
Sustaining and fostering locally owned businesses	57.6%
Replacing aging properties with new development	41.0%
Improving existing and historic building stock	32.6%
Marketing, special events, and image development	23.6%
Improved pedestrian and bicycle access	23.6%
Improving vehicular access and parking	22.9%
Attracting visitors to Roosevelt Road	20.8%
Better business support resources and services	19.4%
More security	13.2%
Cleaner streets, alleys, and sidewalks	12.5%
Snow removal on sidewalks and other physical maintenance	11.1%
Improved wayfinding signage	4.2%

Common Themes

Six (6) common themes emerged from the stakeholder sessions and from the survey results. While some differences existed among responses from business and property owners and from Village residents, the overall themes noted are similar.

1. Multiple physical improvements and targeted programs are needed to improve Oak Park's Roosevelt Road. Parking in the neighborhoods and personal security were frequent observations by residents.
2. The RRBC and its nearby neighborhoods feel their area is overlooked as part of the Village and believe that a local commitment is needed to improve the RRBC.
3. The overall quality of new and existing businesses on the RRBC needs to be re-energized and strengthened.
4. The participants understood that redevelopment is needed in some corridor locations. Property acquisition and assembly will be required for redevelopment. Incentives should also be available for existing building stock on Roosevelt Road.
5. The corridor lacks an identity, particularly the segment east of Lombard Avenue.
6. Public process participants understood that the programs and improvements identified in the session discussions would require one or more funding sources.

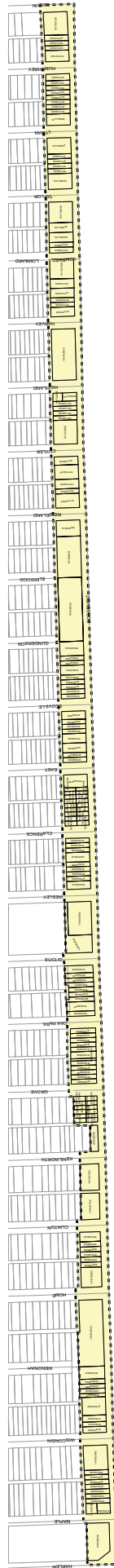
Ultimately, RRBC stakeholders want a better RRBC to showcase neighborhood strengths. They also understand that actions, or programs, of multiple types will be required over time to comprehensively address the corridor's needs, and that these programs will need to be funded.

Conclusion

Our review of the RRBC indicates that there are several viable options for the Village to consider for funding improvements and services in the area. Equally important, the residents and business owners in the area have agreed that action in the area is necessary and have indicated that they will support steps by the Village to develop needed sources of funding. The Ehlers and BDI Team looks forward to discussing these options with the Village and to working with the Village to implement whichever of these the Village chooses to pursue, today and in the future.

Appendix A: Roosevelt Road Business Corridor Project Area Map

Roosevelt Road Business Corridor Study Area



Appendix B: RRBC Business District Sales Tax Projections

Village of Oak Park, Illinois

Roosevelt Road Business Corridor Study

Sales Tax Projections **WITH BUSINESS DISTRICT ADDED TAX**

Assumes 1.0% Annual Growth

Home Rule & Municipal Tax ⁽¹⁾

\$534,425 (FY 2012)

Present Value Rate 6.00%

Municipal Tax Portion

\$358,425 (FY 2012)

Home Rule Tax Portion ⁽²⁾

\$176,000 (FY 2012)

BD Year	Tax Year	Collection Year	INFLATION % Incr (Decr) in Sales Tax	Estimated Annual Business District Sales Tax Revenues ^{(3), (4)}			
				Business District Sales Tax @ 1.00%	Business District Sales Tax @ 0.75%	Business District Sales Tax @ 0.50%	Business District Sales Tax @ 0.25%
1	2015	2016	0%	\$ 176,000	\$ 132,000	\$ 88,000	\$ 44,000
2	2016	2017	1.0%	177,760	\$ 133,320	\$ 88,880	44,440
3	2017	2018	1.0%	179,538	\$ 134,653	\$ 89,769	44,884
4	2018	2019	1.0%	181,333	\$ 136,000	\$ 90,666	45,333
5	2019	2020	1.0%	183,146	\$ 137,360	\$ 91,573	45,787
6	2020	2021	1.0%	184,978	\$ 138,733	\$ 92,489	46,244
7	2021	2022	1.0%	186,828	\$ 140,121	\$ 93,414	46,707
8	2022	2023	1.0%	188,696	\$ 141,522	\$ 94,348	47,174
9	2023	2024	1.0%	190,583	\$ 142,937	\$ 95,291	47,646
10	2024	2025	1.0%	192,489	\$ 144,366	\$ 96,244	48,122
11	2025	2026	1.0%	194,413	\$ 145,810	\$ 97,207	48,603
12	2026	2027	1.0%	196,358	\$ 147,268	\$ 98,179	49,089
13	2027	2028	1.0%	198,321	\$ 148,741	\$ 99,161	49,580
14	2028	2029	1.0%	200,304	\$ 150,228	\$ 100,152	50,076
15	2029	2030	1.0%	202,307	\$ 151,731	\$ 101,154	50,577
16	2030	2031	1.0%	204,331	\$ 153,248	\$ 102,165	51,083
17	2031	2032	1.0%	206,374	\$ 154,780	\$ 103,187	51,593
18	2032	2033	1.0%	208,438	\$ 156,328	\$ 104,219	52,109
19	2033	2034	1.0%	210,522	\$ 157,891	\$ 105,261	52,630
20	2034	2035	1.0%	212,627	\$ 159,470	\$ 106,314	53,157
21	2035	2036	1.0%	214,753	\$ 161,065	\$ 107,377	53,688
22	2036	2037	1.0%	216,901	\$ 162,676	\$ 108,450	54,225
23	2037	2038	1.0%	219,070	\$ 164,302	\$ 109,535	54,767
TOTAL				\$ 4,526,069	\$ 3,394,552	\$ 2,263,035	\$ 1,131,517
NPV:				\$ 2,361,491	\$ 1,771,118	\$ 1,180,746	\$ 590,373

Assumptions

⁽¹⁾ Annual Home Rule and Municipal Taxes Collected in FY 2012 for the "Roosevelt Rd" area was provided by the Village of Oak Park.⁽²⁾ Annual Estimated Home Rule Portion of the Taxes Collected for the "Roosevelt Rd" Area was provided by the Village of Oak Park. (Calculated at 1% of general merchandise sales only, and does not apply to sales of grocery, food, drugs, or medical appliances).⁽³⁾ Business District Sales Tax applies to General Merchandise Sales only, and does not apply to sales of grocery, food, drugs, or medical appliances, similar to the Home Rule Tax.⁽⁴⁾ Business District Tax Revenue of "Roosevelt Rd" was calculated based upon the Home Rule Portion for the "Roosevelt Rd" area provided by the Village of Oak Park.

Appendix C: RRBC Tax Increment (TIF) Projections

Village of Oak Park
Roosevelt Road Business Corridor Project Area

Increment Projections - Redevelopment & Property Improvement Scenario

Assumptions

Est. Base Value of Project Area ¹	\$ 20,415,172	Net Present Value Rate	6.0%
Triennial Inflation Rate ²	1.5%		
Tax Rate ³	11.5960%	% Revenue Collected	97%

TIF Year ⁴	Year Assessed	Project Area EAV ⁵	Future Projects EAV ⁶	Taxable EAV / Incremental Value ⁷	Projected Incremental Property Tax Revenues (Year Received) ⁸	Incremental Property Tax Revenues Collected (by 12/31) ⁹
0						
1		\$ 20,415,172	\$ -	\$ -		
2		\$ 20,415,172	\$ -	\$ -	\$ -	\$ -
3		\$ 20,721,400	\$ -	\$ 306,228	\$ -	\$ -
4		\$ 20,721,400	\$ 500,000	\$ 806,228	\$ 35,510	\$ 34,445
5		\$ 21,221,400	\$ 50,000	\$ 856,228	\$ 93,490	\$ 90,685
6		\$ 21,589,721	\$ 100,000	\$ 1,274,549	\$ 99,288	\$ 96,310
7		\$ 21,689,721	\$ 50,000	\$ 1,324,549	\$ 147,797	\$ 143,363
8		\$ 21,739,721	\$ 500,000	\$ 1,824,549	\$ 153,595	\$ 148,987
9		\$ 22,565,816	\$ -	\$ 2,150,644	\$ 211,575	\$ 205,227
10		\$ 22,565,816	\$ 25,000	\$ 2,175,644	\$ 249,389	\$ 241,907
11		\$ 22,590,816	\$ -	\$ 2,175,644	\$ 252,288	\$ 244,719
12		\$ 22,929,679	\$ 25,000	\$ 2,539,507	\$ 252,288	\$ 244,719
13		\$ 22,954,679	\$ -	\$ 2,539,507	\$ 294,481	\$ 285,647
14		\$ 22,954,679	\$ 1,000,000	\$ 3,539,507	\$ 294,481	\$ 285,647
15		\$ 24,298,999	\$ -	\$ 3,883,827	\$ 410,441	\$ 398,128
16		\$ 24,298,999	\$ 25,000	\$ 3,908,827	\$ 450,369	\$ 436,857
17		\$ 24,323,999	\$ -	\$ 3,908,827	\$ 453,268	\$ 439,670
18		\$ 24,688,859	\$ 25,000	\$ 4,298,687	\$ 453,268	\$ 439,670
19		\$ 24,713,859	\$ -	\$ 4,298,687	\$ 498,476	\$ 483,521
20		\$ 24,713,859	\$ 100,000	\$ 4,398,687	\$ 498,476	\$ 483,521
21		\$ 25,184,567	\$ -	\$ 4,769,395	\$ 510,072	\$ 494,770
22		\$ 25,184,567	\$ 50,000	\$ 4,819,395	\$ 553,059	\$ 536,467
23		\$ 25,234,567	\$ -	\$ 4,819,395	\$ 558,857	\$ 542,091
24		Collection of Year 23 Increment			\$ 558,857	\$ 542,091
Total					\$ 7,029,322	\$ 6,818,442
Net Present Value					\$ 2,901,677	\$ 2,814,627

Assumptions:

¹ Estimated Base EAV (TY2012) of Project Area.

² Estimated triennial inflation rate.

³ Tax Rate for Tax Year 2012 of Tax Code 27001.

⁴ Assumes TIF Life of 23 Years.

⁵ Estimated Base EAV plus Added Value of prior year projects, plus triennial inflation.

⁶ Estimated increase in EAV of future improvements. These projections assume larger redevelopment projects interspersed throughout the life of the TIF in addition to property improvements and/or renovation(s). Assumptions to be refined following input from Village and Public Stakeholder meetings.

⁷ Project Area Base EAV + Future Projects EAV

⁸ Tax revenues are collected one year after the taxing year.

⁹ Assumes a 97% collection rate.

Village of Oak Park
Roosevelt Road Business Corridor Project Area

Increment Projections - Property Improvement Scenario

Assumptions

Est. Base EAV of Project Area \$	20,415,172	Net Present Value Rate	6.0%
Triennial Inflation Rate ²	1.5%		
Tax Rate ³	11.5960%	% Revenue Collected	97%

TIF Year ⁴	Year Assessed	Project Area EAV ⁵	Future Projects EAV ⁶	Taxable EAV / Incremental Value ⁷	Projected Incremental Property Tax Revenues (Year Received) ⁸	Incremental Property Tax Revenues Collected (by 12/31) ⁹
0						
1		\$ 20,415,172	\$ -	\$ -		
2		\$ 20,415,172	\$ -	\$ -	\$ -	\$ -
3		\$ 20,721,400	\$ -	\$ 306,228	\$ -	\$ -
4		\$ 20,721,400	\$ -	\$ 306,228	\$ 35,510	\$ 34,445
5		\$ 20,721,400	\$ 100,000	\$ 406,228	\$ 35,510	\$ 34,445
6		\$ 21,132,221	\$ 50,000	\$ 767,049	\$ 47,106	\$ 45,693
7		\$ 21,182,221	\$ 100,000	\$ 867,049	\$ 88,947	\$ 86,279
8		\$ 21,282,221	\$ 50,000	\$ 917,049	\$ 100,543	\$ 97,527
9		\$ 21,651,454	\$ -	\$ 1,236,282	\$ 106,341	\$ 103,151
10		\$ 21,651,454	\$ 25,000	\$ 1,261,282	\$ 143,359	\$ 139,058
11		\$ 21,676,454	\$ -	\$ 1,261,282	\$ 146,258	\$ 141,870
12		\$ 22,001,601	\$ 25,000	\$ 1,611,429	\$ 146,258	\$ 141,870
13		\$ 22,026,601	\$ -	\$ 1,611,429	\$ 186,861	\$ 181,255
14		\$ 22,026,601	\$ 50,000	\$ 1,661,429	\$ 186,861	\$ 181,255
15		\$ 22,407,000	\$ -	\$ 1,991,828	\$ 192,659	\$ 186,879
16		\$ 22,407,000	\$ 25,000	\$ 2,016,828	\$ 230,972	\$ 224,043
17		\$ 22,432,000	\$ -	\$ 2,016,828	\$ 233,871	\$ 226,855
18		\$ 22,768,480	\$ 25,000	\$ 2,378,308	\$ 233,871	\$ 226,855
19		\$ 22,793,480	\$ -	\$ 2,378,308	\$ 275,789	\$ 267,515
20		\$ 22,793,480	\$ 50,000	\$ 2,428,308	\$ 275,789	\$ 267,515
21		\$ 23,185,382	\$ -	\$ 2,770,210	\$ 281,587	\$ 273,139
22		\$ 23,185,382	\$ 25,000	\$ 2,795,210	\$ 321,234	\$ 311,597
23		\$ 23,210,382	\$ -	\$ 2,795,210	\$ 324,133	\$ 314,409
24		Collection of Year 23 Increment			\$ 324,133	\$ 314,409
Total					\$ 3,917,592	\$ 3,800,064
Net Present Value					\$ 1,618,851	\$ 1,570,286

Assumptions:

¹ Estimated Base EAV (TY2012) of Project Area.

² Estimated triennial inflation rate.

³ Tax Rate for Tax Year 2012 of Tax Code 27001.

⁴ Assumes TIF Life of 23 Years.

⁵ Estimated Base EAV plus Added Value of prior year projects, plus triennial inflation.

⁶ Estimated increase in EAV of future improvements. These projections assume conservative growth with some larger improvements, which could be a cumulative value of several improvements, and/or maybe a small renovation project(s). Assumptions to be refined following input from Village and Public Stakeholder meetings.

⁷ Project Area EAV + Future Projects EAV

⁸ Tax revenues are collected one year after the taxing year.

⁹ Assumes a 97% collection rate.

Appendix D: Public Input Process Survey Results

Village of Oak Park, Illinois
Oak Park's Roosevelt Road Business Corridor: Review of Funding Resources for Economic Development
Public Input Process: Survey Results
August 1, 2014

Overview

The Village of Oak Park retained Ehlers, Inc. (Ehlers) in May 2014 to review funding options currently available to the Village to enable economic development along the Roosevelt Road Business Corridor (RRBC). As part of this project, Business Districts, Inc. (BDI) was engaged to assist Ehlers and the Village with public outreach activities. These outreach activities included two public sessions held in June 2014 and an online survey. A summary of the public input from the two June sessions was submitted to Village staff in early July 2014.

During this timeframe, an online survey instrument was developed in tandem with Village staff. This survey instrument consisted of eight (8) questions. Village staff then circulated an online link to the survey instrument to multiple Roosevelt Road constituencies, including business owners, commercial property owners, and Village residents. The survey was first accessible on July 7, 2014 and was closed on July 28, 2014 with 163 responses. This type of survey instrument functions as an online poll. It provides prompt feedback on a small number of specific questions from a targeted audience versus statistically valid results from a truly random or representative survey sample. For Village officials, this data represents feedback from those groups most interested in Roosevelt Road's future. This same data also indicates the respondents' initial programming priorities for improving Roosevelt Road.

The following survey results are organized by question. Observations are noted to add context to the results. Any differences in responses among the stakeholder groups are noted. The final survey question (Question 8) was optional and asked respondents to provide their contact information if they wished to learn more about the survey results and about the Village's ongoing conversations about Roosevelt Road's future. 46 respondents, or 28.2%, provided contact information to be informed about Roosevelt Road's future. This contact information has been provided to Village staff under separate cover.

In the summary report on the June sessions, six (6) common themes were identified from the discussions with session participants:

1. Multiple physical improvements and targeted programs are needed to improve Oak Park's Roosevelt Road. Parking in the neighborhoods and personal security were frequent observations.

2. The RRBC and its nearby neighborhoods feel their area is overlooked as part of the Village and believe that a local commitment is needed to improve the RRBC.
3. The overall quality of new and existing businesses on the RRBC needs to be re-energized and strengthened.
4. The attendees understood that redevelopment is needed in some corridor locations. Property acquisition and assembly will be required for redevelopment. Incentives should also be available for existing building stock on Roosevelt Road.
5. The corridor lacks an identity, particularly the segment east of Lombard Avenue.
6. Attendees understood that the programs and improvements identified in the session discussions would require one or more funding sources.

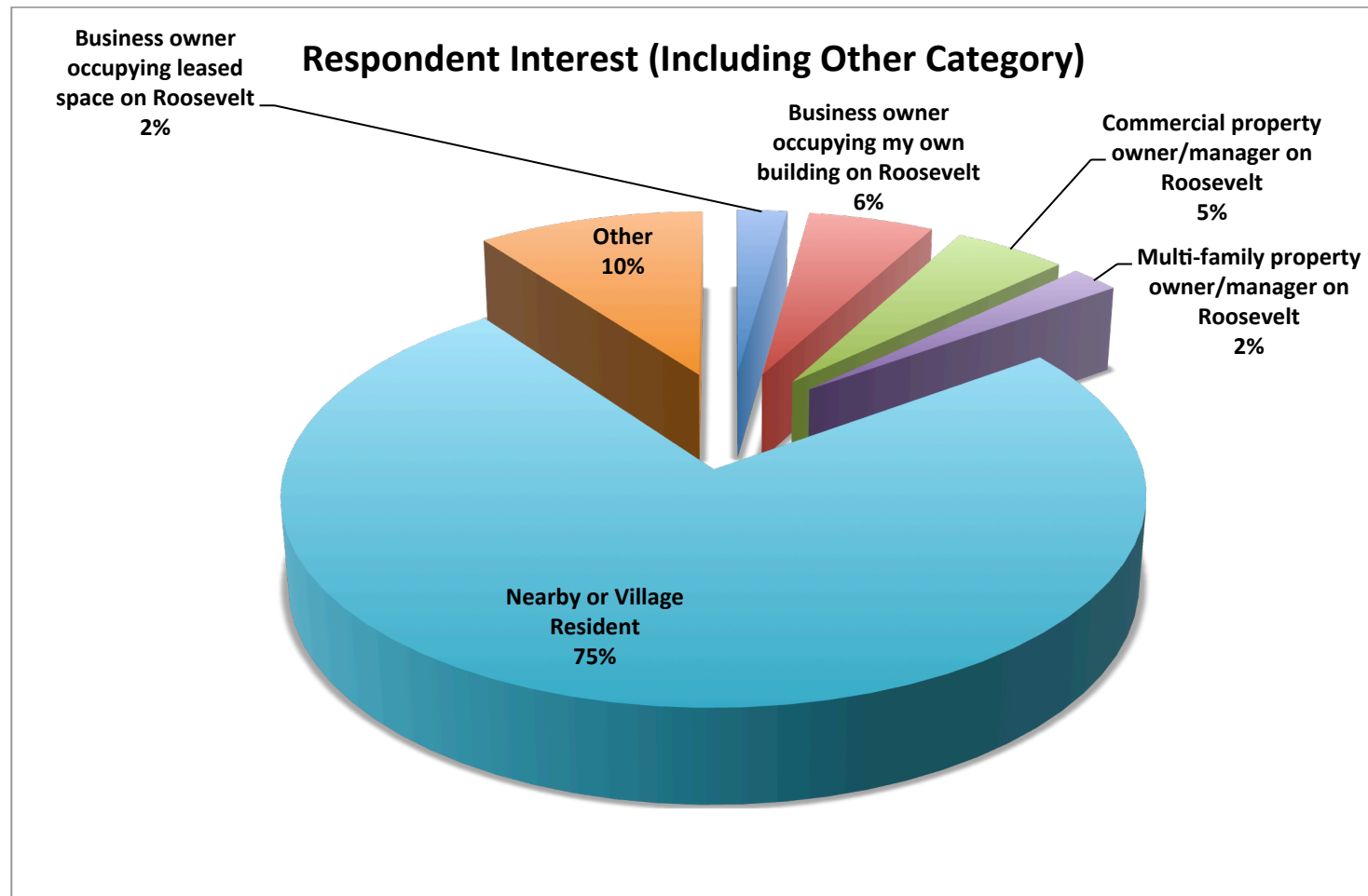
The survey results echo these same common themes. While some differences exist among responses from business and property owners and Village residents, the range of priorities identified is similar. Any additional suggestions or priorities of survey respondents also fit into these same priorities. The Question 7 responses also acknowledge that the RRBC constituencies recognize that some type of funding for programming and actions to secure Roosevelt Road's future will be needed. All of these constituencies want the RRBC to improve and be vital, safe, attractive, and successful.

Survey Results

Question 1: What is your interest in Roosevelt Road? (Please check all that apply.)

What is your interest in Roosevelt Road? (Please check all that apply.)		
Answer Options	Response Percent	Response Count
Business owner occupying leased space on Roosevelt	2.7%	4
Business owner occupying my own building on Roosevelt	6.8%	10
Commercial property owner/manager on Roosevelt	6.1%	9
Multi-family property owner/manager on Roosevelt	2.7%	4
Nearby or Village Resident	89.9%	133
Other (please specify)		18
answered question		148
skipped question		15

'Other' Responses (18) included:		
Village Residents	6	
Business Owner in Village	5	
Business and Property Owner in Village	3	
Non-Profit Leader in Village	1	
Vendor to Roosevelt Road Businesses	1	
Potential Corridor Investor	1	
Real Estate Broker	1	
	18	11.0%



Observations:

- Village residents, who self-identified as 'Other,' also indicated their current or past local leadership positions or described themselves concerned citizens.

- 15.2% of total respondents represent business and property owner interests on Roosevelt Road. Even if these owners were residents, business and commercial property owners identified themselves as business or property owners in their survey responses.

Question 2: If you are a Roosevelt Road business owner, how long have you owned your business? (If you previously were at other locations, please provide the total length of time at all locations.)

If you are a Roosevelt Road business owner, how long have you owned your business? (If you previously were at other locations, please provide the total length of time at all locations.)		
Answer Options	Response Percent	Response Count
Less than 1 year	0.0%	0
1-4 years	21.4%	3
5-9 years	21.4%	3
Over 10 years	57.1%	8
answered question		14
skipped question		149

Observations:

- Nearly 79% of responding owners have owned their Roosevelt Road businesses for 5 years or more.
- The response number for business owners (14, or about 9%) is typical for surveys of this type.

Question 3: If you own commercial or multi-family properties on Roosevelt Road, how long have you owned those building(s)?

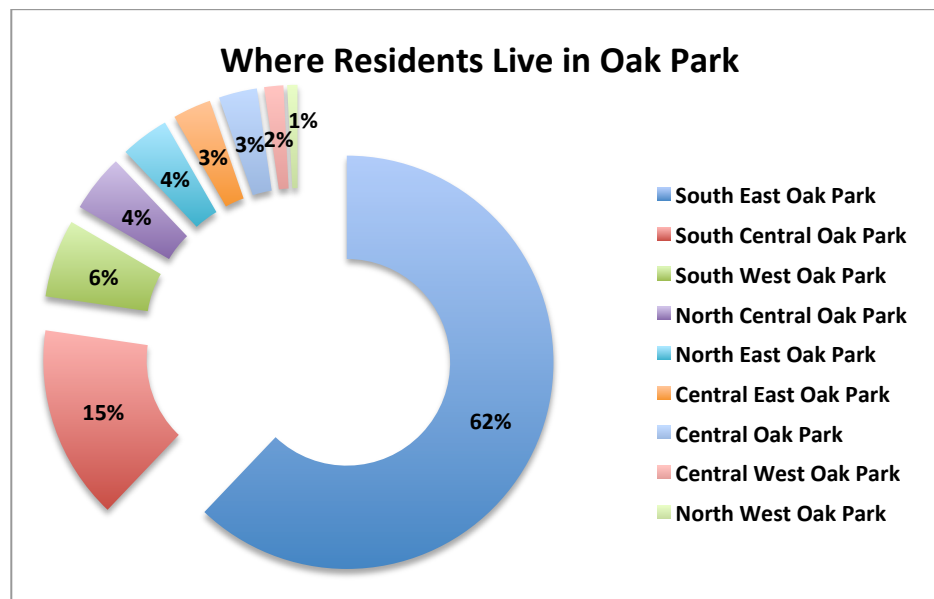
If you own commercial or multi-family properties on Roosevelt Road, how long have you owned those building(s)?		
Answer Options	Response Percent	Response Count
Less than 1 year	0.0%	0
1-4 years	38.5%	5
5-9 years	15.4%	2
More than 10 years	46.2%	6
<i>answered question</i>		13
<i>skipped question</i>		150

Observations:

- Respondent numbers are similar to the business owner numbers in Question 2.
- Again, these are experience owners knowledgeable about Roosevelt Road and its economic issues.

Question 4: If you are an Oak Park resident, where do you reside within the Village?

If you are an Oak Park resident, where do you reside within the Village?		
Answer Options	Response Percent	Response Count
South East Oak Park	62.1%	82
South Central Oak Park	15.2%	20
South West Oak Park	6.1%	8
North East Oak Park	3.8%	5
North Central Oak Park	4.5%	6
North West Oak Park	0.8%	1
Central East Oak Park	3.0%	4
Central Oak Park	3.0%	4
Central West Oak Park	1.5%	2
answered question		132
skipped question		31



Observations:

- 83.4% of respondents live in South Oak Park, with most respondents residing in South East Oak Park. Resident organizations within this area of the Village were the subject of significant outreach by Village staff for input in this survey process.
- These responses indicate obvious resident engagement is Roosevelt Road's future.

Question 5: Rate the overall quality of these factors specific to Roosevelt Road.

Rate the overall quality of these factors specific to Roosevelt Road.							
Answer Options	Excellent	Above Average	Average	Below Average	Poor	Not A Factor	Response Count
Attractiveness	0	29	51	40	24	1	145
Bicycle access	1	17	39	38	42	8	145
Cleanliness of streets and sidewalks	2	25	80	28	12	0	147
General safety	1	16	87	32	12	0	148
Vehicular access and parking	2	23	67	31	21	2	146
Pedestrian access and circulation	5	33	65	22	20	0	145
Business support resources and services	1	9	39	34	28	33	144
Landscaping	1	38	57	39	13	0	148
Maintenance of streets and sidewalks	1	41	82	16	7	0	147
Snow removal	3	37	74	16	6	8	144
Other (please specify)							9
answered question							151
skipped question							12

Other (please specify): Factors Provided by Respondents

Cheap metal trash and bench "standard" fixtures incompatible with lighting standard & worsen the appearance!
Quality of stores

Walking on the sidewalks in the winter is near impossible. The snow piled up makes the walkways so narrow.
Response is for North side of street

The buildings and land parcels on Oak Park side are very inferior to Berwyn side.

It looks a lot better than it used to, but needs to be more pedestrian and bike friendly

These answers apply to the Oak Park side of the road, the Berwyn side scores Ex to Avg

It's easy to walk east/west, but impossible to cross north/south unless you are at a lighted intersection. The crosswalks are ignored by drivers.

Am a biker but I would not ride on Roosevelt -- lot's of other nearby options

Factor	Rated Average or Lower
General safety	88.5%
Bicycle access	86.9%
Vehicular access and parking	82.6%
Cleanliness of streets and sidewalks	81.6%
Attractiveness	79.9%
Pedestrian access and circulation	73.8%
Landscaping	73.6%
Maintenance of streets and sidewalks	71.4%
Snow removal	70.6%

Observations:

- All stakeholder groups—residents and corridor business and property owners—ranked these factors similarly as shown in the chart above.
- Safety and access are key issues for all groups.

Question 6: Which of the following would improve the business environment on the Roosevelt Road corridor? (Please select up to 3 choices.)

Which of the following would improve the business environment on the Roosevelt Road corridor? (Please select up to 3 choices.)		
Answer Options	Response Percent	Response Count
Marketing, special events, and image development	23.6%	34
Cleaner streets, alleys, and sidewalks	12.5%	18
Snow removal on sidewalks and other physical maintenance	11.1%	16
Replacing aging properties with new development	41.0%	59
Improving existing and historic building stock	32.6%	47
Improving the quality of corridor businesses and tenants	58.3%	84
Sustaining and fostering locally owned businesses	57.6%	83
Improved pedestrian and bicycle access	23.6%	34
More security	13.2%	19
Improving vehicular access and parking	22.9%	33
Better business support resources and services	19.4%	28
Attracting visitors to Roosevelt Road	20.8%	30
Improved wayfinding signage	4.2%	6
Please suggest any additional priority.		17
answered question		144
skipped question		19

Respondent Suggestions for Other Priorities:

Crosswalks are useless. When they go off, I can't see them. The lights in the streets are not visible enough.

More designated crosswalks.

Lower total traffic...congestion deters visitors.

Where worthwhile & economically feasible, improving existing buildings/also- any efforts to clean the area & make it less transient; remove GUN shop near school!!

Sometimes I hate to take Roosevelt Road because it is so congested particularly on weekends.

Traffic congestion is miserable on this road.

Need better businesses to draw customers.

The area needs more contemporary and appealing shops/businesses. Roosevelt particularly close to Austin is not very clean, safe-feeling or inviting.

Too many long vacant properties.

Acquire properties south and north of alleys, to increase lot sizes on Roosevelt Road (for larger retail square footage).

Street Lighting needs improvement.

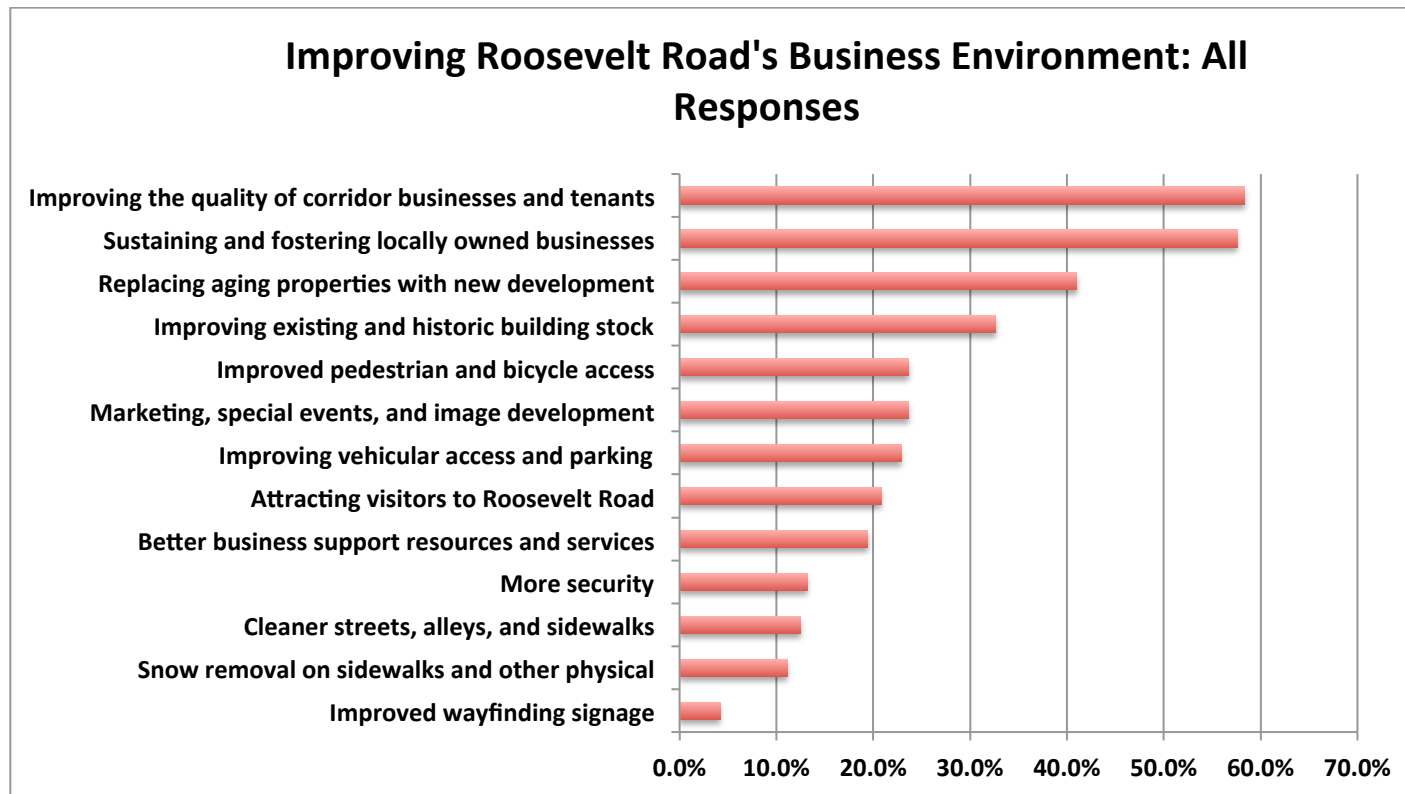
Development of 'pocket park(s)' on Roosevelt Road as a feature to attract pedestrian traffic and transform a couple rundown corner properties.

So many empty, old buildings -- we need new businesses that aren't \$5 haircuts and smoke shops.

Traffic control.

I own a building [on] Roosevelt Rd. I am in the process of rehabbing my building and will be occupying it when completed. Roosevelt Rd. is a major vehicle thoroughfare and very little foot traffic. I feel it is imperative that there is ample parking for Roosevelt Rd. to thrive. I think that having an Oak Park owned parking lot with hourly, daily, and monthly rates would offset the cost of building and maintaining it. This would give the businesses a place for customers and employees to park instead of watching them drive by.

Demarcating entry to the district.



Observations:

- Certain differences were evident among the responses by stakeholder group. A chart and graph of these differences follow these observations. The large proportion of resident responses is reflected in the overall rankings above.
- The concerns regarding crosswalks were also heard at the two public sessions.
- While better quality businesses are priorities for local residents, greater economic success will bring more customers and more traffic. Parking and traffic management will necessarily be part of the Village's overall assessment of Roosevelt Road improvements.
- Certain suggestions provided by respondents fall into this question's improvement categories.

Question 6 Priorities by Stakeholder Group

Potential Improvements	All Responses	Business Owners	Commercial Property Owners	Residents (South Oak Park)
Marketing, special events, and image development	23.6%	15.4%	25.0%	24.3%
Cleaner streets, alleys, and sidewalks	12.5%	30.8%	33.3%	13.1%
Snow removal on sidewalks and other physical maintenance	11.1%	30.8%	33.3%	13.1%
Replacing aging properties with new development	41.0%	38.5%	50.0%	38.3%
Improving existing and historic building stock	32.6%	7.7%	16.7%	33.6%
Improving the quality of corridor businesses and tenants	58.3%	38.5%	41.7%	57.9%
Sustaining and fostering locally owned businesses	57.6%	46.2%	41.7%	59.8%
Improved pedestrian and bicycle access	23.6%	7.7%	8.3%	26.2%
More security	13.2%	38.5%	33.3%	10.3%
Improving vehicular access and parking	22.9%	23.1%	25.0%	19.6%
Better business support resources and services	19.4%	23.1%	33.3%	21.5%
Attracting visitors to Roosevelt Road	20.8%	15.4%	16.7%	20.6%
Improved wayfinding signage	4.2%	15.4%	16.7%	2.8%

Observations:

- For comparison purposes, data from residents in South Oak Park (South East, South Central, and South West as listed in Question 4).
- Business owners appear to value overall marketing and promotion of the RRBC less than commercial property owners and nearby residents.
- Distinctions among groups include:
 - Commercial property owners are more amenable to redevelopment;
 - Residents are generally more focused on pedestrian access and business quality;
 - Business and property owners are more interested in improved vehicular access and parking;
 - Residents are least interesting in improving wayfinding signage.

Question 7: For the 3 priorities that you selected in Question 6, how much financial support would you be willing to provide annually?

For the 3 priorities that you selected in Question 6, how much financial support would you be willing to provide annually?		
Answer Options	Response Percent	Response Count
Less than \$100	47.8%	55
\$101-\$200	29.6%	34
\$200-\$299	10.4%	12
\$299-\$300	4.3%	5
More than \$300	7.8%	9
Other (please specify)		22
answered question		115
skipped question		48

Comments Provided:

Are you talking dollars, thousands, or more? Not clear.

0

Would have to review what the proposition would be.

The Village needs to reduce it's internal payroll/spending and redirect resources to accomplish this without raising taxes.

??

None

Financial support from local residents would come in the form of conducting business with those businesses located on RR.

Financial support depends on who moves in. I will certainly buy flowers from a local flower shop but have no need for an additional liquor store.

We pay too much in taxes already- that tax revenue should be put to better use.

No idea.

I am a single-person business.

Not a business owner on Roosevelt Road

I pay enough taxes because of the ridiculous ideas of the Oak Park government.

This assumes a TIF?

Why would I be a source of support?

Me personally? Nothing - municipal responsibility, there has to be money in the budget-perhaps hire fewer consultants.

Shouldn't tax dollars help pay for this?

How? Through taxes or spending more money in businesses in the corridor?

I would visit those businesses. \$\$

My property taxes would suffice.
Self-sustained paid parking lot.
Seriously? WE PAY ENOUGH TAXES.

Observations:

- 52.1% of the respondents indicated that they would contribute \$100 or more annually to fund their priorities.
- The comments indicate local concerns about taxes, and these responses are typical and to be expected.

Question 7 Responses by Stakeholder Group

	All Responses	Business Owners	Commercial Property Owners	Residents (South Oak Park)
Less than \$100	47.8%	33.3%	22.2%	49.5%
\$101-\$200	29.6%	11.1%	11.1%	33.0%
\$200-\$299	10.4%	22.2%	22.2%	7.7%
\$299-\$300	4.3%	11.1%	11.1%	5.5%
More than \$300	7.8%	22.2%	33.3%	4.4%

Observations:

- Commercial property owners are generally willing to contribute more as addressing certain priorities will impact the quality and financial capacity of their business tenants to pay market rents, increasing the value of their properties.
- 82.5% of the residents near the RRBC would be willing to contribute to corridor improvements, given their priorities.